

The main subject discussed in this bachelor thesis is the impact of media on the formation of life values of teenagers. The thesis is divided into three parts. The first part focuses on theoretical conceptions and the most famous researches in the area of life values and value orientations. The second part contains a brief list of the most important media-influence theories. The last part of the paper covers a practical research, which aims at finding the role of media in the formation of the life values of 90 selected respondents. For this purpose I prepared a special questionnaire, which contains the questions about value system, life models and subjective opinions of the media influence.